

Magazine: SKI

Issue: 1/00/84

Total Pages: 182

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT: M	19			TOPP: "FLAT FILLING" PUSH OR FULL?"
* 643 pg:10				
		NEWPORT		
		* 409 pg:21		
PLAYERS 100+35M	17			TOPP: "WINNING HANDS".
* 127 pg:37				
		SALEM+L		
		* 414 pg:45		
		CAMEL		
		* 283 pg:51		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$91,850

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Magazine: SKI
Issue: 2/00/84

Total Pages: 118

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 100L * 105 pg:\$20	110			TOPP: BW AD.
PLAYERS 100+SSM * 130 pg:\$12	12			TOPP: "RIGHT FIT, HIGH PRICE OF FEATHERS".
CAMEL L * 444 pg:\$23				
SALEM+100 * 419 pg:\$30				

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$80,652

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Magazine: SKI

Issue: 3/00/84

Total Pages: 102

PHILIP MORRIS ADS	MIN SER	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MUL # 149 pg:12C	110			TOPP! BW AD.
	1			
		CAMEL L+CAMEL # 453 pg:11		
		SALEM L+100L # 217 pg:50-51	CS	
MARLBORO+100 # 917 pg:18C	158			
	1			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$98,659

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Magazine: SKI

Issue: 4/00/84

Total Pages: 99

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 134 pg:2C	14			OPP† BW AD.
MARLBORO L+100L # 344 pg:15	13			OPP† "SKI PEOPLE".
MERIT+M # 647 pg:29	13			OPP† "MY HONKY-TONK HEROS".
SALEM+100 # 428 pg:53				
CAMEL L # 472 pg:BC				

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$95,226

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Magazine: SKI
Issue: 9/00/84

Total Pages: 238

PHILIP MORRIS ADS	MIN SPF	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 663 pg 123	121			
		STERLING # 114 pg 145		
		CAMEL L # 496 pg 174-75	ISP	
MARLBOROWL # 952 pg 130	199			OPP# "LAST RUN".

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$95,436

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Issue # 10/09/84

Total Pages† 216

PHILIP MORRIS ADS	MIN SER	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100+L # 282 Pg#13	133			TOPP: "IN THIS ISSUE".
PLAYERS 100+85M # 141 Pg#47	13			TOPP: "YOUR YEAR FOR EUROPE?"
		SALEM+L # 433 Pg#61		
		STERLING # 117 Pg#77		
		CAMEL L # 516 Pg#85		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$91,850

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Magazine: SKI
Issue: 11/00/84

Total Pages: 292

PHILIP MORRIS	MIN ADS	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT-M	18			TOPP: "SKI CLINIC". REG.PGS.
	# 666 pg 125			
		CAMEL L	SP	NOTE: 10 PG = 1/2 PG
		# 515 pg 44-45		BOOKLET.
		STERLING		
		# 114 pg 57		
		SALEM+100		
		# 449 pg 30		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$95,436

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11/11/84

Magazine: SKL
Issue: 12/00/84

Total Pages: 226

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
		SALEM+L # 450 pg:1?		
		CAMEL # 291 pg:53		
		STERLING # 114 pg:65		
PLAYERS 100+85M # 143 pg:BC	99			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$79,943

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